MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

BMK3864 – INDUSTRIAL MARKETING

(Distance Education)

1ST JUNE 2016
9.00 a.m.-11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **ONE (1)** printed pages with **FIVE (5)** questions.
2. Answer **ALL** questions.
3. Please write all your answers in the Answer Booklet provided.

There are FIVE (5) questions in this section. Answer ALL the questions.

Question 1

Discuss FOUR (4) types of customer judgements, which are vital for creating a strong brand.

(20 marks)

Question 2

Describe the differences between the THREE (3) types of buying situations: new-task buy, straight rebuy and modified rebuy.

(20 marks)

Question 3

"Trying to be all things to all customers almost guarantees a weak strategic position for a firm". Agree or disagree? Explain your answer with reference to a high-tech industry.

(20 marks)

Question 4

What role does physical evidence play in marketing a business service? Relate your answer to the hospitality services.

(20 marks)

Question 5

How a Value-Based approach, for pricing a product or service is derived? Explain with the aid of a diagram.

(20 marks)